

Analysis on the Quality of Educational Services

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Abstract

This study emphasized ASEAN University Network Quality Assurance (AUN-QA) at programme level criteria and Parasuraman's SERVQUAL dimensions with the data drawn from academic staff and students at Universities of Economics. All of the AUN-QA programme level criteria were modified into SERVQUAL dimensions to measure the three gaps in educational service quality and find out the important factors that affected the learning outcomes and future intentions of the students. Both primary and secondary data were used for this study. Reliability analysis was followed by descriptive analysis, gap analysis and regression analysis. The results used for gap (1) indicated that academic staffs' perceptions on students' expectations were lower than students' real expectations in all dimensions. In analyzing the perceptions on AUN-QA criteria of professors and the students (gap 2), the results indicate that students' perceptions were higher than professors' perceptions in all dimensions. The results for students' expectations and perceptions (gap 3), indicated that negative gaps could be seen in all dimensions. It is also found that the students at the Universities of Economics, reliability contributes most to learning outcomes and future intentions of students followed by assurance dimension. It is found that tangibility, responsiveness and empathy dimensions must be emphasized to improve the level of service quality and reliability and assurance dimensions of students.

Key words: Quality, Service Quality (SERVQUAL), Quality Assurance

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